

Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (March 2008)		FOR FCC USE ONLY	
FCC 388 DTV Quarterly Activity Station Report				FOR COMMISSION USE ONLY FILE NO. -20090107AIW	
Licensee WMSN LICENSEE, LLC					
Call Sign WMSN-TV		Facility Id 10221		Previous Call Sign (if applicable)	
Community of License					
City		State	County		Zip Code
MADISON		WI	DANE		53719 -
Nielsen DMA MADISON		World Wide Web Home Page Address WWW.FOX47.COM		Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)					
<input checked="" type="checkbox"/> Analog	47				
<input checked="" type="checkbox"/> Digital	47				
Report reflects information for quarter ending: 12/31/2008					
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)					
Over the past quarter, have you fully complied with the requirements of this option?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Simulcasting:					
Are you simulcasting on your Analog channel and your primary Digital stream?				<input checked="" type="radio"/> Yes <input type="radio"/> No	
Application Purpose:					
<input checked="" type="radio"/> DTV Education Report					
<input type="radio"/> Amendment		File Number -			
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.					

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	433
Total 5:00 a.m. to 1:00 a.m. CSTs	323

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs	52
Total 6:00 a.m. to 9:00 a.m. CSTs	28

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs	
Total 6:00 p.m. to 11:35 p.m. CSTs	

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs	124
Total 5:00 p.m. to 10:35 p.m. CSTs	160

Comments:

DIGITAL TRANSITION PSA SCHEDULE - 3RD QUARTER 2008
 WMSN BROADCAST 3 SEPARATE PSA'S A TOTAL OF 433 TIMES DURING 4TH QUARTER 2008 BETWEEN THE HOURS OF 5:00AM AND 1:00AM. THE SPOTS WMSN AIRED AS FOLLOWS:

(1) A :30 PSA OBTAINED FROM THE NAB ENTITLED "HELP NOW". THE VIDEO SCRIPT IS AS FOLLOWS: " SPOKESPERSON: MANY OF OUR CLOSEST FRIENDS AND FAMILY WON'T BE ABLE TO SEE THEIR FAVORITE TV SHOWS IF THEY DON'T UPGRADE THEIR ANTENNA TV SETS TO DIGITAL BY FEBRUARY 17.PLEASE HELP THEM GET A DTV CONVERTER BOX. HELP THEM HOOK IT UP, SCAN FOR CHANNELS, ADJUST THEIR ANTENNA, EVEN GET BEHIND THAT TV WALL UNIT. VISIT DTV-ANSWERS-DOT-COM OR CALL THIS NUMBER FOR ALL THE INFORMATION YOU NEED. ANNOUNCER: FOR MORE INFORMATION GO TO FOX47.COM"

(2) A :30 PSA OBTAINED FROM THE NAB ENTITLED "ENJOY IT NOW". THE VIDEO SCRIPT IS AS FOLLOWS: "(SOUND OF WARNING HORN) SPOKESPERSON: OKAY! WE'VE GOTTA' UPGRADE OUR ANTENNA TVS TO DTV BY FEBRUARY 17, OR THEY'LL STOP WORKING! BUT WHY WAIT? UPGRADE TODAY TO DTV.FOR BETTER PICTURE AND SOUND AND NEW FREE CHANNELS, EVEN FREE HD IF YOU HAVE AN HD SET. JUST UPGRADE WITH A CONVERTER BOX OR NEW TV SET, AND GET HELP AT DTV-ANSWERS-DOT-COM OR CALL THIS NUMBER. ENJOY DTV NOW. ANNOUNCER: FOR MORE INFORMATION GO TO FOX47.COM"

(3) A :30 PSA ENTITLED "MR. TELEVISION". THIS VIDEO SCRIPT IS AS FOLLOWS: "ANNOUNCER: ASK MR. TELEVISION! MR. TELEVISION: TIMMY, ANTENNA TVS MUST BE UPGRADED TO DIGITAL BY FEBRUARY, OR THEY'LL STOP WORKING. TIMMY: WHAT CAN WE DO? MR. TELEVISION: JUST GET A LOW-COST DIGITAL CONVERTER BOX LIKE THIS. TIMMY: THAT'S BETTER? MR. TELEVISION: YES, THEN YOUR TV WILL GET BETTER PICTURES & SOUND & EVERN MORE CHENNELS. TIMMY: JEEPERS! MR. TELEVISION: DIGITAL SIGNALS DELIVER A CRYSTAL CLEAR PICTURE. FOR HELP VISIT DTVANSWERS.COM OR CALL THIS NUMBER. TIMMY: I'LL MAKE SURE. LOCAL ANNOUNCER: FOR MORE INFORMATION GO TO FOX47.COM.

THE FULL PSA AND CRAWL SCHEDULES ARE AVAILABLE ON THE STATIONS WEBSITE AND IN THE STATIONS PUBLIC FILE.

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such

program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.	
Total number of 30 Minute Informational Programs	1
Comments: WMSN BROADCAST A ½ HOUR EDUCATIONAL/PUBLIC SERVICE PROGRAM PRODUCED BY THE NATIONAL ASSOCIATION OF BROADCASTERS (NAB) CALLED "COUNTDOWN TO DTV- ARE YOU READY?" ON DECEMBER 27TH, 2008 FROM 3:00PM TO 3:30PM. THE SHOW FOCUS' ON FACTS ABOUT THE IMMINENT DTV CONVERSION IN FEBRUARY 2009.	

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?	
54	<i>Graphic Displays</i>
0	<i>Animated Graphics</i>
0	<i>Graphic and Audio Displays</i>
0	<i>Longer Form Reminders</i>
Comments: WMSN AIRED SNIPES ONCE A DAY DURING THE MONDAY THROUGH SUNDAY 9:30PM TO 10PM NEWSCAST FROM NOVEMBER 10TH THROUGH DECEMBER 31ST, 2008. THE SNIPE INDICATED THE COUNTDOWN NUMBER OF DAYS WITH THE TEXT "DAYS TO DTV VISIT WWW.DTV.GOV	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input type="radio"/> Yes <input checked="" type="radio"/> No
Comments:	
Station Website Additional Activity Related to the DTV Transition - Last Quarter	
Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WMSN DTV WEB PAGE INCLUDES FAQ, RECEPTION TIPS AND DIRECTIONS, DTV TRANSITION INFORMATION WITH LINKS TO MANY SITES INCLUDING DTVANSWERS.ORG, DTV.GOV AND DTV2009.GOV AS WELL AS FCC AND CONVERTER BOX PHONE NUMBERS. LOCATED AT HTTP://FOX47.COM/COMMUNITY/DTV.SHTML.	
Additional DTV Outreach Efforts -- Last Quarter	
Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.	
<input type="checkbox"/> Speaking Engagements Comments:	
<input type="checkbox"/> Community Events	

Comments:
<input type="checkbox"/> Other (describe)
Comments:
This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.
Comments:

Station Certification	
I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.	
Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing GENERAL MANAGER
Signature KERRY JOHNSON	Date (mm/dd/yyyy) 01/07/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

As-Run Spot Report (Parameters)

Start time	5:00:00PM	Station ID	
End time	10:35:00PM	Station ID Premium	
Station(s)	Madison(WMSN)	Volleyball	
Agency(s)	<All Agency(s)>	Billing Status Types	Billed
Advertiser(s)	FCC-Digital Conversion(29893)		OK to Bill
Sales Office(s)	<All Sales Office(s)>	Bookend Option	<Show Bookends and Non-Bookends>
Salesperson(s)	<All Salesperson(s)>	Show Details	No
Account 1 Type(s)	<All Account 1 Type(s)>	Contract Number	<All Contracts>
Product(s)	<All Product(s)>	Program Title	<All Programs>
Account 2 Type(s)	<All Account 2 Type(s)>	Include Announcements	Yes
Billing Method	<All Billing Method>	Level 1 Grouping	Station
Spot Type(s)	Auto Racing	Level 2 Grouping	<NONE>
	Baseball	Level 3 Grouping	<NONE>
	Basketball	Level 4 Grouping	<NONE>
	Commercial Break (SPOT)	Level 5 Grouping	<NONE>
	Football	Sort Order 1	Broadcast/Log Date
	Golf	Sort Order 2	<NONE>
	Hockey	Sort Order 3	<NONE>
	Horse Racing	Log Date(s)	10/01/08 - 12/31/08
	Kids	Filter Option	Date Range of Logs (if locked)
	Live Commercial		
	Live Segment		
	Nascar		
	News		
	Olympics		
	Paid Programming (LONG)		
	Post-Game		
	Post-Race		
	Pre-Game		
	Pre-Race		
	Prime Programming		
	Prime Programming Premium		
	PROMO		
	Soccer		
	Special		
	Sports/Other		

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:124
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:124</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 5:00:00AM
End time 1:00:00AM
Station(s) Madison(WMSN)
Agency(s) <All Agency(s)>
Advertiser(s) FCC-Digital Conversion(29893)
Sales Office(s) <All Sales Office(s)>
Salesperson(s) <All Salesperson(s)>
Account 1 Type(s) <All Account 1 Type(s)>
Product(s) <All Product(s)>
Account 2 Type(s) <All Account 2 Type(s)>
Billing Method <All Billing Method>
Spot Type(s) DTV Crawls
Billing Status Types Billed
OK to Bill
Bookend Option <Show Bookends and Non-Bookends>
Show Details No
Contract Number <All Contracts>
Program Title <All Programs>
Include Announcements Yes
Level 1 Grouping Station
Level 2 Grouping <NONE>
Level 3 Grouping <NONE>
Level 4 Grouping <NONE>
Level 5 Grouping <NONE>
Sort Order 1 Broadcast/Log Date
Sort Order 2 <NONE>
Sort Order 3 <NONE>
Log Date(s) 10/01/08 - 12/31/08
Filter Option Date Range of Logs (if locked)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

\$0.00 Total Spots:323

Grand Total:

\$0.00 Total Spots:323

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time	5:00:00AM	Station ID	
End time	1:00:00AM	Station ID Premium	
Station(s)	Madison(WMSN)	Volleyball	
Agency(s)	<All Agency(s)>	Billing Status Types	Billed
Advertiser(s)	FCC-Digital Conversion(29893)		OK to Bill
Sales Office(s)	<All Sales Office(s)>	Bookend Option	<Show Bookends and Non-Bookends>
Salesperson(s)	<All Salesperson(s)>	Show Details	No
Account 1 Type(s)	<All Account 1 Type(s)>	Contract Number	<All Contracts>
Product(s)	<All Product(s)>	Program Title	<All Programs>
Account 2 Type(s)	<All Account 2 Type(s)>	Include Announcements	Yes
Billing Method	<All Billing Method>	Level 1 Grouping	Station
Spot Type(s)	Auto Racing	Level 2 Grouping	<NONE>
	Baseball	Level 3 Grouping	<NONE>
	Basketball	Level 4 Grouping	<NONE>
	Commercial Break (SPOT)	Level 5 Grouping	<NONE>
	Football	Sort Order 1	Broadcast/Log Date
	Golf	Sort Order 2	<NONE>
	Hockey	Sort Order 3	<NONE>
	Horse Racing	Log Date(s)	10/01/08 - 12/31/08
	Kids	Filter Option	Date Range of Logs (if locked)
	Live Commercial		
	Live Segment		
	Nascar		
	News		
	Olympics		
	Paid Programming (LONG)		
	Post-Game		
	Post-Race		
	Pre-Game		
	Pre-Race		
	Prime Programming		
	Prime Programming Premium		
	PROMO		
	Soccer		
	Special		
	Sports/Other		

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:433
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:433</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time	6:00:00AM	Volleyball
End time	9:00:00AM	Billing Status Types
Station(s)	Madison(WMSN)	Billed
Agency(s)	<All Agency(s)>	OK to Bill
Advertiser(s)	FCC-Digital Conversion(29893)	Bookend Option
Sales Office(s)	<All Sales Office(s)>	<Show Bookends and Non-Bookends>
Salesperson(s)	<All Salesperson(s)>	Show Details
Account 1 Type(s)	<All Account 1 Type(s)>	No
Product(s)	<All Product(s)>	Contract Number
Account 2 Type(s)	<All Account 2 Type(s)>	<All Contracts>
Billing Method	<All Billing Method>	Program Title
Spot Type(s)	Auto Racing	<All Programs>
	Baseball	Include Announcements
	Basketball	Yes
	Commercial Break (SPOT)	Level 1 Grouping
	Football	Station
	Golf	Level 2 Grouping
	Hockey	<NONE>
	Horse Racing	Level 3 Grouping
	Kids	<NONE>
	Live Commercial	Level 4 Grouping
	Live Segment	<NONE>
	Nascar	Level 5 Grouping
	News	<NONE>
	Olympics	Sort Order 1
	Paid Programming (LONG)	Broadcast/Log Date
	Post-Game	Sort Order 2
	Post-Race	<NONE>
	Pre-Game	Sort Order 3
	Pre-Race	<NONE>
	Prime Programming	Log Date(s)
	Prime Programming Premium	10/01/08 - 12/31/08
	PROMO	Filter Option
	Soccer	Date Range of Logs (if locked)
	Special	
	Sports/Other	

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:52
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:52</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 5:00:00AM
End time 4:59:00AM
Station(s) Madison(WMSN)
Agency(s) <All Agency(s)>
Advertiser(s) <All Advertiser(s)>
Sales Office(s) <All Sales Office(s)>
Salesperson(s) <All Salesperson(s)>
Account 1 Type(s) <All Account 1 Type(s)>
Product(s) <All Product(s)>
Account 2 Type(s) <All Account 2 Type(s)>
Billing Method <All Billing Method>
Spot Type(s) DTV Countdown
Billing Status Types <All Billing Status Types>
Bookend Option <Show Bookends and Non-Bookends>
Show Details Yes
Contract Number <All Contracts>
Program Title <All Programs>
Include Announcements Yes
Page Break Options <NONE SELECTED>
Level 1 Grouping Station
Level 2 Grouping Spot Type
Level 3 Grouping <NONE>
Level 4 Grouping <NONE>
Level 5 Grouping <NONE>
Sort Order 1 Broadcast/Log Date
Sort Order 2 <NONE>
Sort Order 3 <NONE>
Log Date(s) 11/10/08 - 03/31/09

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Station: Madison (WMSN)														
11/10/08	9:07:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/11/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/12/08	9:11:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/13/08	9:08:16PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/14/08	9:08:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/15/08	9:03:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/16/08	9:03:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/17/08	9:06:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/18/08	9:05:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/19/08	9:08:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/20/08	9:06:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/21/08	9:03:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/22/08	9:03:11PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/23/08	9:01:04PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
11/24/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/25/08	9:12:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/26/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/27/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/28/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/29/08	9:00:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
11/30/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/1/08	9:03:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/2/08	9:01:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/3/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/4/08	9:07:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/5/08	9:01:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/6/08	9:03:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/7/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/8/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
12/9/08	9:05:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/10/08	9:07:59PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/11/08	9:06:54PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/12/08	9:06:06PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/13/08	9:04:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/14/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/15/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/16/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/17/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/18/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/19/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/20/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/21/08	9:01:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/22/08	9:01:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/23/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
12/24/08	9:01:10PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	Simpsons 3 Christmas Eve Special Episode: SIFABF02- N/R
12/25/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/26/08	9:01:50PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/27/08	9:08:39PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/28/08	9:05:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	554980.43.1	\$0.00	DTV Countdo wn	Billed	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/29/08	9:04:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	624732.11.0	\$0.00	DTV Countdo wn	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/30/08	9:02:00PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	624732.11.0	\$0.00	DTV Countdo wn	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
12/31/08	9:02:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	624732.11.0	\$0.00	DTV Countdo wn	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
1/1/09	11:27:33PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	624732.11.0	\$0.00	DTV Countdo wn	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R
1/2/09	11:32:55PM	00:06	100 DAY COUNTDOWN GRAPHIC	0	624732.11.0	\$0.00	DTV Countdo wn	OK to Bill	FCC-Digital Conversion (29893)	Direct Account (1)	PSA (ns) (1270)	DIGITAL CONVERSIO N	WMSN	News-FOX 47 News A 9 N/R

\$0.00 Total Spots:54

Total for: Madison (WMSN)

\$0.00 Total Spots:54

Grand Total:

\$0.00 Total Spots:54

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)

As-Run Spot Report (Parameters)

Start time 5:00:00PM
End time 10:35:00PM
Station(s) Madison(WMSN)
Agency(s) <All Agency(s)>
Advertiser(s) FCC-Digital Conversion(29893)
Sales Office(s) <All Sales Office(s)>
Salesperson(s) <All Salesperson(s)>
Account 1 Type(s) <All Account 1 Type(s)>
Product(s) <All Product(s)>
Account 2 Type(s) <All Account 2 Type(s)>
Billing Method <All Billing Method>
Spot Type(s) DTV Crawls
Billing Status Types Billed
OK to Bill
Bookend Option <Show Bookends and Non-Bookends>
Show Details No
Contract Number <All Contracts>
Program Title <All Programs>
Include Announcements Yes
Level 1 Grouping Station
Level 2 Grouping <NONE>
Level 3 Grouping <NONE>
Level 4 Grouping <NONE>
Level 5 Grouping <NONE>
Sort Order 1 Broadcast/Log Date
Sort Order 2 <NONE>
Sort Order 3 <NONE>
Log Date(s) 10/01/08 - 12/31/08

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:160
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Grand Total:

<u>\$0.00</u>	<u>Total Spots:160</u>
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*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 6:00:00AM
End time 9:00:00AM
Station(s) Madison(WMSN)
Agency(s) <All Agency(s)>
Advertiser(s) FCC-Digital Conversion(29893)
Sales Office(s) <All Sales Office(s)>
Salesperson(s) <All Salesperson(s)>
Account 1 Type(s) <All Account 1 Type(s)>
Product(s) <All Product(s)>
Account 2 Type(s) <All Account 2 Type(s)>
Billing Method <All Billing Method>
Spot Type(s) DTV Crawls
Billing Status Types Billed
OK to Bill
Bookend Option <Show Bookends and Non-Bookends>
Show Details No
Contract Number <All Contracts>
Program Title <All Programs>
Include Announcements Yes
Level 1 Grouping Station
Level 2 Grouping <NONE>
Level 3 Grouping <NONE>
Level 4 Grouping <NONE>
Level 5 Grouping <NONE>
Sort Order 1 Broadcast/Log Date
Sort Order 2 <NONE>
Sort Order 3 <NONE>
Log Date(s) 10/01/08 - 12/31/08
Filter Option Date Range of Logs (if locked)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
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Station: Madison (WMSN)

Total for: Madison (WMSN)

<u>\$0.00</u>	Total Spots:28
<u>\$0.00</u>	<u>Total Spots:28</u>

Grand Total:

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

As-Run Spot Report (Parameters)

Start time 5:00:00AM
End time 4:59:00AM
Station(s) Madison(WMSN)
Agency(s) <All Agency(s)>
Advertiser(s) FCC-DTV Consumer Education Form
388(33046)
Sales Office(s) <All Sales Office(s)>
Salesperson(s) <All Salesperson(s)>
Account 1 Type(s) <All Account 1 Type(s)>
Product(s) <All Product(s)>
Account 2 Type(s) <All Account 2 Type(s)>
Billing Method <All Billing Method>
Spot Type(s) <All Spot Type(s)>
Billing Status Types <All Billing Status Types>
Bookend Option <Show Bookends and Non-Bookends>
Show Details Yes
Contract Number <All Contracts>
Program Title <All Programs>
Include Announcements Yes
Page Break Options <NONE SELECTED>
Level 1 Grouping Station
Level 2 Grouping <NONE>
Level 3 Grouping <NONE>
Level 4 Grouping <NONE>
Level 5 Grouping <NONE>
Sort Order 1 Broadcast/Log Date
Sort Order 2 <NONE>
Sort Order 3 <NONE>
Log Date(s) 10/01/08 - 03/31/09

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
Station: Madison (WMSN)														
10/3/08	4:24:58PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Judy N/R
10/6/08	4:39:23PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Judy 2 N/R
10/7/08	11:38:24AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Christina's Court 2 N/
10/12/08	9:45:16AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	FOX-FOX News Sunday N/R
10/14/08	1:22:52PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court 2 N/R
10/15/08	11:08:12AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Christina's Court N/R
10/18/08	12:09:41AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	House Wknd N/R
10/20/08	1:00:32AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	George Lopez N/R
10/21/08	10:26:25AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Malcolm In The Middle N/R
10/22/08	1:25:24PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court 2 N/R
10/27/08	11:26:11PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Everybody Loves Raymond 2 N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
10/29/08	10:58:23AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge David Young N/R
11/2/08	10:29:23AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Paid Program 10a N/R
11/3/08	3:13:23PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court N/R
11/4/08	12:11:47AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Punk'd N/R
11/5/08	10:41:26PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Everybody Loves Raymond 2 N/R
11/11/08	12:28:06PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Greg Mathis N/R
11/12/08	2:59:03PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Joe Brown 2 N/R
11/16/08	10:02:54PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Everybody Loves Raymond WKND N/R
11/18/08	9:28:32AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	King Of The Hill N/R
11/20/08	12:51:26AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	George Lopez N/R
11/21/08	11:46:47AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Christina's Court 2 N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

Friday, January 02, 2009

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Station: Madison (WMSN)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
11/24/08	10:26:24AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Malcolm In The Middle N/R
11/26/08	10:46:42PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Everybody Loves Raymond 2 N/R
11/28/08	1:51:18PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court 2 N/R
12/1/08	10:25:28AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Malcolm In The Middle N/R
12/2/08	12:51:30PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Greg Mathis N/R
12/3/08	12:34:11PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Greg Mathis N/R
12/8/08	12:15:57PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Greg Mathis N/R
12/11/08	3:53:45PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court N/R
12/12/08	5:49:13PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Simpsons Episode: SIDABF07- N/R
12/16/08	9:20:53AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	King Of The Hill N/R
12/18/08	10:12:45AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Malcolm In The Middle N/R

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)

Report: As-Run Spot Report

Air Date	Time	Length	ISCI	Cart	Contract	Rate	Type	Status	Advertiser	Agency	Product	Brand	Station	Program
12/21/08	10:46:43PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Two And A Half Men Wknd 2 N/R
12/22/08	1:34:26PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	People's Court 2 N/R
12/24/08	12:27:47AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Punk'd N/R
12/26/08	10:19:40PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	618181.2.0	\$0.00	SPOT	Billed	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Two And A Half Men 2 N/R
12/29/08	9:28:34AM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	624756.1.0	\$0.00	SPOT	OK to Bill	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	King Of The Hill N/R
12/30/08	6:28:13PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	624756.1.0	\$0.00	SPOT	OK to Bill	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Two And A Half Men N/R
12/31/08	12:32:54PM	00:15	DTV EDUCATION 388/FILE LOCATION	10880	624756.1.0	\$0.00	SPOT	OK to Bill	FCC-DTV Consumer Education Form 388 (33046)	Direct Account (1)	PSA (ns) (1270)	DTV FCC 388 LOCATION- CONS ED	WMSN	Judge Greg Mathis N/R

Total for: Madison (WMSN)

\$0.00

Total Spots:40

Grand Total:

\$0.00

Total Spots:40

*** Indicates a bookend spot. Rate is shown as 1/2 of line rate.

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Station: Madison (WMSN)